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Student Consumer Directory



THE LIBRARY OF THE  
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NORTH CAROLINA



THE COLLECTION OF  
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Cp971.68  
C46s5

UNIVERSITY OF N.C. AT CHAPEL HILL



00030758895

FOR USE ONLY IN  
THE NORTH CAROLINA COLLECTION





***Student Consumer Directory***  
**1969 - 1970**  
**Chapel Hill, N. C.**



# YATES Motor Co.

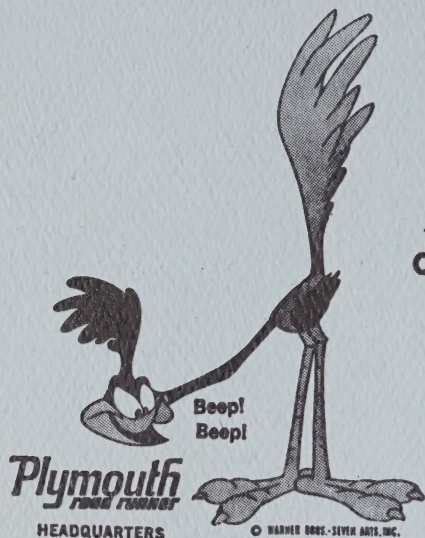


ALWAYS A LARGE SELECTION  
OF TOP QUALITY USED CARS

*A Good Place  
To Buy*



*A Good Place  
For Service*



YATES IS HEADQUARTERS FOR  
CHRYSLER • PLYMOUTH • VALIANT  
BARRACUDA



"The Dealer Who Cares"

419 W. FRANKLIN ST.

CHAPEL HILL

PHONE: 942-3121

DEALER NUMBER: 573





## *Bali Hai*

Bali Hai has the intriguing flavors of tangy pineapple, rich guava, tart lemon, sunny orange and exotic passion fruit . . .

all blended with a light and piquant California

grape wine. Serve it any time . . . and

Bali Hai will call to you.

Serve plain,  
Chilled icy cold

Deliciously refreshing  
combined with any mixer

Delightful served  
on the rocks



**1969-1970**

## **STUDENT CONSUMER DIRECTORY**

**For Welcoming New and Returning Students  
and  
For Permanent Reference**

**Chapel Hill  
North Carolina**

### **Recommended Businesses**

Although Chapel Hill has many business which offer students a wide range of choices in their purchases, we feel that those participating in the Student Consumer Directory deserve first consideration since their representation in this publication designed especially for students shows their strong desire to serve the student market. In this spirit we offer you these recommended merchants.

### **Special Introductory Offers**

Certain businesses are offering students something special to acquaint them with and introduce them to their products and services. See the sections of special coupons on pages 35-44.

### **Student Consumer Card Program**

Those businesses designated by this symbol ☐ and followed by a discount listing (\*10%), honor Student Consumer Cards, available at the Carolina Union Information Desk, and at many schools throughout Raleigh, Durham, & Greensboro or by the application on page 5. See page 5 for explanation and application.

The Student Consumer Directory is a student publication for students issued at the beginning of the fall semester each year for students in Raleigh, Durham, Chapel Hill, and Greensboro, N. C. It serves as a welcoming publication to new and returning students and as a directory for permanent reference. The publication serves a student population of 100,000 at the following schools: University of North Carolina at Chapel Hill, North Carolina State University, Shaw University, Holding Technical Institute, Peace College, St. Mary's College, Raleigh Business College, Meredith College, King's Business College, St. Augustine's College, Duke University, North Carolina Central University, Durham Technical Institute, Croft Business College, Durham Business College, University of North Carolina at Greensboro, Guilford College, A&T University, Greensboro College, Guilford Tech, Bennett College.

Publication by the American Student Discount Corporation, an advertising and student marketing corporation, Post Office Box 96, Chapel Hill, N. C.; all rights reserved. The corporation provides a variety of advertising and marketing approaches to business concerns desiring to reach the student market. Circulation figures and advertising rates available. American Student Discount Corporation, Marketing Unit of Student Consumer Enterprises: President, John W. McMurray; Executive Vice President, Gregory L. Riggs; Vice President for Financial Affairs, Ronald B. Argintar; Vice President for Administration, Mike D. Williams.



## WE HONOR



Businesses designated by this symbol (☐)  
and followed by a discount listing (\*10%)  
honor Student Consumer Cards.

### STUDENT CONSUMER CARD PROGRAM EXPLANATION

Those businesses, designated by this symbol (☐) and followed by a discount listing (\*10%), honor Student Consumer Cards.

*Only those businesses so marked are participating in the student discount program.*  
Any student may obtain the discounts as indicated upon presentation of a Student Consumer Card, sold locally at schools throughout the Triangle and North Carolina or by the application below.

Conditions governing the use of Student Consumer Cards:

- 1) Discounts are off the regular price on *cash purchases* on non-sale items. Fair trade items are excluded.
- 2) The card must be presented before the sale is rung up on the cash register.
- 3) Please use courtesy and discretion. Not all customers are receiving this service.
- 4) Address suggestions or comments to Student Consumer Card Program, P. O. Box 96, Chapel Hill, N. C. 27514.

Those businesses, as designated by this symbol (☐) and followed by a discount listing (\*10%), are participating in the Student Consumer Card Program to provide a public service and to increase their goodwill and sales among students. *They want you to use your Student Consumer Card.*

The businesses so marked (☐ \*10%) are the participants as of September 1, 1969. They may vary from time to time.

**APPLICATION:** Student Consumer Cards are available at The Carolina Union Information Desk and at many schools throughout the Triangle and Greensboro or by this application.

Entitling students to percentage discounts good for a year at 200 Chapel Hill, Raleigh Durham, & Greensboro Businesses.

*Available at the Carolina Union Information Desk*

For \$1 to help cover printing & Setting up costs or *available by this Application.*  
Student Consumer Cards are available for \$1 at The Carolina Union Information Desk or by this application. Please send me a Student Consumer Card which will entitle me to the discounts as designated in the Student Consumer Directory. Enclosed is \$1 to help cover the costs of the program. In Chapel Hill the Student Consumer Card Program is sponsored by the International Student Center and Student Government.

---

### PLEASE PRINT

Name.....

Presently enrolled at.....  
(part time and grad. students also eligible)

Address .....

Mail with \$1 to      Student Consumer Card  
                                 P. O. Box 96  
                                 Chapel Hill, N. C. 27514

☐ RALEIGH, ☐ CHAPEL HILL, ☐ GREENSBORO Directories (with their Special Introductory Offers) Also available for 75¢ each.

ONLY BUSINESSES DESIGNATED BY THIS SYMBOL ☐ & FOLLOWED BY A  
DISCOUNT LISTING (\*10%) HONOR STUDENT CONSUMER CARDS

66007



# RECOMMENDED BUSINESSES

## BAKERY & DELICATESSEN

### CAKES OUR SPECIALTY!

EUROPEAN TYPE BREADS

& PASTRIES

BREAKFAST DAILY

Come In & Have Coffee With Us  
(Eastgate Next to Winn-Dixie)

DIAL 929-1957

See Special Coupon, Page 39



## APPLIANCES

### ☐ Appliance and TV Ctr.

539 Foster St. and  
Wellons Village

Our Special discount according to product.

(Cash only)

### ☐ Rigsbee-Hinson Furn. Co.

317 East Main St., Carr.

\*10% off (cash only)

## AUTOMOBILE DEALERS

Yates Motor Co., Inc.

419 West Franklin, C. H.

\*See ad, inside front cover

## AUTOMOTIVE SERVICES

### Brinkley's Gulf Station

Eastgate Shopping Ctr., CH.

\*See coupon, page 43

### ☐ Brunson's Texaco Service

800 W. Main St., Durham

\*2¢ off per gallon gas

\*5¢ off per qt. oil

(cash only)

### Carrboro Tire & Appliance

136 Main St., Carrboro

F & F Automotive Co.

504 West Franklin, C. H.

### ☐ Foreign Car Center

311 East Main St., Carr.

\*10% off on parts & labor

Max. discount \$25.00

(Cash only)

\*See coupon, page 43

### ☐ Harold's Pure Service

1501 East Franklin, C. H.

\*2¢ off per gal. gas.

\*10% off on other items.

### ☐ Sloan's Auto Supply

746 Ninth Street, Durham

\*10% off (cash only)

### ☐ Carrboro '66

417 East Main St.

Carrboro, N. C.

2¢ off Per Gal. of Gas

5¢ off Per Quart of Oil

# A & A STYLE SHOP

## MEN'S

### Hair Styles

### Razor Cuts

### Regular Hair Cuts

3300 Guess Rd., Durham

(2 Blocks from Honeys Rest.)

APPOINTMENTS:

PHONE 477-7674

By AL SIMPSON

CLOSED MONDAYS

See Special Coupon, Page 41



# RECOMMENDED BUSINESSES

☐ **Vic's Shell Service**

Next to the Ranch House  
Airport Rd., Chapel Hill  
\*2¢ off per gal. gas  
\*10% off on other items.  
See also

**TIRES, CAR WASHES**

**BAKERIES**

**Streb's Bakery and Deli.**  
Eastgate Shopping Ctr., CH  
\*See coupon, page 39  
\*See ad, page 6

**Thell's Bakery**

124 E. Franklin St., CH  
\*See coupon, page 39

**BANKING**

137 E. Franklin St., CH  
\*See ad, page 8

**BARBER SHOPS**

**A & A Style Shop**  
3300 Guess Rd., Durham  
\*See coupon, page 39  
\*See coupon, page 41

☐ **Lakewood Barber Shop**  
Lakewood Shopping Ctr.,  
Durham  
\*10% off

☐ **Melvin McKeel Barber Shop**  
Northgate Shopping Ctr.,  
Durham  
\*10% off, Thursday only

**BEAUTY SALONS**

**Aesthetic Hairstyling**  
University Square, C. H.  
\*See coupon, page 43  
\*See ad, page 7

☐ **Beau Monde de la Coiffure**  
891 W. Willow Drive,  
Suite 2 Med. Arts Bldg.,  
Chapel Hill  
\*10% discount (open  
Thurs. and Fri. nights by  
appt.)

☐ **Forest Hills Beauty Shop**

Forest Hills Shopping Ctr.,  
Durham  
\*10% off on shampoo,  
hair-cut (Tues., Wed., and  
Thurs.)

☐ **Lakewood Beauty Salon**  
Lakewood Shopping Ctr.,  
Durham  
\*10% off

## TOWNE & COUNTRY BEAUTY SALON

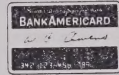


"WHERE FRIENDS MEET AND CHAT"

**WIG'S**  
Sales - Styling

**942-2950**

12 STYLISTS TO SERVE  
YOU



138½ E. Franklin - Across From NCNB

☐ **Poole's Hairstyling**  
Northgate Shopping Ctr.,  
Durham  
\*10% off  
**Town & Country Beauty Salon** — See ad, page 7  
138½ East Franklin St.,  
Chapel Hill  
(942-2950, 942-6980)



## AESTHETIC HAIR STYLING SALON

NOW LOCATED IN UNIVERSITY SQUARE

**ALICE STONE — Owner**

FOR APPOINTMENT OR INFORMATION CALL

Beauty Salon — **929-2109**

Cosmetic Studio — **929-6566**

SEE SPECIAL COUPON ON PAGE 41



# RECOMMENDED BUSINESSES

... AND ALL THE BEAUTIFUL PEOPLE EAT AT HARRY'S, AND THE PLACE TO GET YOUR CLOTHES IS THE GOOD WILL; THAT'S A GAS. NOW FOR CHICKS, AND YOU LISTEN TO ME BABY, 'CAUSE I'M HIP, YOU GO TO THE ART CLASSES. THOSE BIRDS BLOW THEIR MINDS ON THE POETRY-WINE-WOODS SCENE. NOW YOUR BEST MAJOR, SWEETIE, IS PSYCH 'CAUSE WITH ALL THAT INTER-RELATING AND ALL, THEY SWING MAN, I MEAN, THEY SWING! AND LOOK, KID, ABOUT BREAD: DON'T FOOL AROUND. KEEP A HUNDRED DOLLARS IN NCNB AND WRITE FREE CHECKS. NO SERVICE CHARGES AND ALL THAT JAZZ. IT GIVES YOU A FEW EXTRA BILLS A MONTH TO...



At North Carolina National Bank, balances under \$100 are charged 11¢ per check.  
Over \$100, no service charges. Come see us. Or send your Dad.

## NCNB Free Checking Account Service

Member Federal Reserve System. Federal Deposit Insurance Corporation



# RECOMMENDED BUSINESSES



## ATTENTION:

KLANSMEN & YOUNG SOCIALISTS

The BULL'S HEAD BOOKSHOP is The Only

Completely Relevant Bookstore in The State.

In The Josepheus Daniels Building

Our Profits Provide Scholarships

### BEER AND BEVERAGES

☐ **Jim's Party Store**  
2627 Hillsborough Rd.,  
Durham

\*10% off wine purchases  
of \$2.00 or more.

#### The Cave

452-B West Franklin, CH  
**BOOK STORES**

**The Bull Head Bookstore**  
Student Stores—UNC

\*See ad, page 9

☐ **Christian Bookstore**  
225 Wellons Village, Dur.

\*10% off (cash only)

### BOWLING

☐ **Village Bowl**

330 Hardee St. at Wellons  
Village, Durham

\*Reg. student price plus  
free shoes Mon.-Fri. 8:00  
a.m. to 5:00 p.m. only.

\*For card holder or card  
holder and date.

### CANDY

☐ **Mrs. Stevens Candy and  
Party Shop**

Lakewood Shopping Center  
Durham

\*5% off (acsh only)

### CARPETING

☐ **Carolina Carpets of**

### Durham

1920 Perry St., Durham  
\*15% off (cash only)

☐ **Durham Carpet Center**  
2635 Chapel Hill Blvd.

\*10% off (cash only)

### CHEESE & GOURMET SPECIALTIES

#### Hickory Farms

Eastgate Shopping Center,  
Chapel Hill

\*See ad, page 11

### CAR WASHES

☐ **Scrub-a-dub Car Wash**  
1002 Chapel Hill St., Dur.

\*50¢ off on car wash

# THE CAVE:

452-B

W. Franklin St.

**HAPPY HOUR:**

**2-6 MONDAY THRU  
SATURDAY**

Your Favorite Beverage at a Special Price



# RECOMMENDED BUSINESSES

## CLOTHING — MEN'S

### ☐ Gladstein's

209 North Mangum St.,  
Durham

\*10% off (cash only)

### The Hub of Chapel Hill

103 East Franklin, CH

### The Royal Duck

Above Sutton's Drug, CH

\*See coupon, page 33

\*See ad, page 10

### ☐ Tyndall's Den for Men

2220 Roxboro Rd., Durham

\*10% off (cash only)

## CLOTHING — WOMEN'S

### ☐ The Boutique Shop

108 Corcoran St., Durham

\*10% off (cash only)

### Capezio in Chapel Hill

214-B W. Rosemary

\*See coupon, page 41

### The Fireside

171 East Franklin St., CH

\*See ad, page 10

### ☐ Granny's Attic at Diab's

### Dress Shop

504 W. Franklin Street

Chapel Hill

\*10% off (cash only)

### Great Expectations-

### Maternity Apparel

University Square

\*See ad, page 20

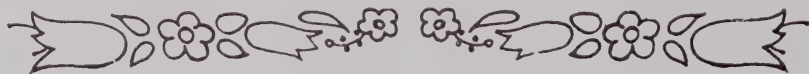
Ladies'  
Sportswear  
of  
Distinction

FOR THE LATEST  
IN  
INDIVIDUAL FASHION  
FOR THE COED

THE *Fireside*  
OF  
CHAPEL HILL, N.C.



potpourri  
UNIVERSITY SQUARE  
FEMININE SPORTSWEAR



MY BROTHER STEALS IT.

I SELL IT CHEAP

BELL BOTTOM PANTS

STRIPES — SOLIDS & JEANS

AT THE

ROYAL DUCK

(Over Sutton's Drugs in Chapel Hill)



# RECOMMENDED BUSINESSES



## 126 kinds of cheese

... are on display for your selection at  
Hickory Farms of Ohio. Freshly cut cheese  
is appreciated by all for it retains the  
moisture and full tasty flavor people like.  
*Sample first before you buy!*

**Hickory Farms®**  
OF OHIO

**AMERICA'S LEADING CHEESE STORES**



# GREY HOUSE BOUTIQUE

*a study in  
stylistic originality*



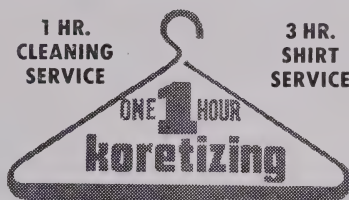
214 W. Rosemary St. Chapel Hill



# RECOMMENDED BUSINESSES

Where  
Your Dry Cleaning  
Goes Top Drawer  
and Costs No More  
Open 7:30 till 9  
Mon. thru Fri.  
Sat.—7:30 till 6

1 HR.  
CLEANING  
SERVICE



3 HR.  
SHIRT  
SERVICE

We  
Keep Your Fine  
Shirts Finer  
Box Storage  
For  
Out-of-Season Clothes

## ONE-HOUR CLEANING & 3-HOUR SHIRT SERVICE

301 WEST FRANKLIN (Heart of Downtown Chapel Hill)—Phone 929-3000

One Hour Dry Cleaning—Mon.-Fri. 'til 4 p.m.—Sat. 'til 12 p.m.

3 Hour Shirt Service—Mon.-Friday 'til 2 p.m.—Sat. 'til 10 a.m.

**Grey House Boutique**  
214 West Rosemary, CH  
\*See ad, page 12

☐ **The Jumble Shop**  
105 Chapel Hill St.  
at 5 Points, Durham  
\*10% off (cash only)  
**Potpourri**  
University Square, CH  
\*See ad, page 10

☐ **Robbins of Durham**  
Northgate Shopping Ctr.  
\*10% off (cash only)

☐ **Royal Clothing**  
330½ West Main St., Dur.  
\*10% off (cash only)

☐ **Tillotson's Hats and Hairpieces**  
Wellons Village, Durham  
\*20% off on hair goods  
\*10% off on hats and hairgood accessories.

☐ **The Wee Shop**  
119 East Main St., Durham  
\*10% off (cash only)

### DRUG STORES

☐ **Holloway Street Pharmacy**  
1026 Holloway St., Durham  
\*10% off (cash only)

(excluding fountain items, tobacco, magazines, baby foods)

☐ **Kale Drug Co.**  
933 East Main St., Durham  
\*10% off (cash only)  
(excluding tobacco items)

☐ **Parkwood Pharmacy**  
Wendell's Shopping Ctr.  
Durham  
\*10% off (cash only)  
(excluding fountain items, tobacco, magazines, baby foods)

☐ **West Side Pharmacy**  
1008 West Chapel Hill St., Durham  
\*10% off (cash only)  
(excluding fountain items, tobacco, magazines, baby foods)

### DRY CLEANING AND LAUNDRY

**B & R Cleaners**  
1504 E. Franklin St., CH  
\*See coupon, page 41

**One Hour Koretizing**  
301 W. Franklin St., CH  
\*See ad, page 13

☐ **One Hour Martinizing**

Eastgate Shopping Center and 408 Weaver St., Carr.  
\*10% off on dry cleaning and shirt laundry  
\*See coupon, page 41

☐ **Original 1 Hour Martinizing**  
400 W. Main at 5 Points, Durham

\*25% off on dry cleaning and shirts (5 or more).  
*No rush orders on shirts*  
& excluding wash-dry-fold & finished laundry.

☐ **Tom's 1 Hr. Martinizing**  
1105 W. Club Blvd.  
1113 Miami Blvd.  
1108 University Drive, Dur.  
\*25% off on dry cleaning at reg. price — excluding specials

☐ **Erwin Rd. Koretizing**  
Opposite Duke University, Durham

\*25% off on dry cleaning at reg. price — excluding specials

**Town & Country Laundry Mat**

Airport Road, Chapel Hill

## FLOWERS by HACKNEY

Tracy & Joel

FUNERAL DESIGNS — CORSAGES — CUT FLOWERS

WEDDING BOUQUETS — POTTED PLANTS — DECORATIONS — GIFTS

PERMANENT ARRANGEMENTS

Qualified Designers

Telephone 967-7054

110 W. Main

CARRBORO

Free Parking





## 1969-70 NORTH CAROLINA BASKETBALL SCHEDULE

December 1	Florida Southern	CHAPEL HILL, N. C.
December 3	Mercer	CHAPEL HILL, N. C.
December 8	Kentucky	Charlotte, N. C.
December 13	Florida State	Greensboro, N. C.
December 16	Virginia	Charlottesville, N. C.
December 20	Tulane	New Orleans, La.
December 22	Rice	Houston, Texas
December 29-30	Carolina Classic (Carolina, Harvard, Southern Illinois, Bowling Green)	Greensboro, N. C.
January 3	Rice	Charlotte, N. C.
January 5	South Carolina	Columbia, S. C.
January 7	N. C. State	Raleigh, N. C.
January 10	Duke	CHAPEL HILL, N. C.
January 15	Clemson	Clemson, S. C.
January 17	Wake Forest	CHAPEL HILL, N. C.
January 28	Athletes in Action (Unofficial game)	CHAPEL HILL, N. C.
January 31	Maryland	College Park, Md.
February 3	Virginia	CHAPEL HILL, N. C.
February 5	Wake Forest	Winston-Salem, N. C.
February 9	N. C. State	CHAPEL HILL, N. C.
February 13	Clemson	Charlotte, N. C.
February 14	Georgia Tech	Charlotte, N. C.
February 18	Maryland	CHAPEL HILL, N. C.
February 21	South Carolina	CHAPEL HILL, N. C.
February 21	Virginia Tech	CHAPEL HILL, N. C.
February 28	Duke	Durham, N. C.
March 5, 6, 7	ACC Tournament	Charlotte, N. C.

## UNIVERSITY OF NORTH CAROLINA 1969 VARSITY FOOTBALL GAMES

Sept. 20	N. C. State	Away	\$6.00	1:30 p.m.
Sept. 27	South Carolina	Away	\$6.00	7:30 p.m.
Oct. 4	Vanderbilt	Home	\$6.00	1:30 p.m.
Oct. 11	Air Force*	Home	\$6.00	1:30 p.m.
Oct. 18	Florida	Away	\$6.00	2:00 p.m.
Oct. 25	Wake Forest	Home	\$6.00	1:30 p.m.
Nov. 1	Virginia	Away	\$5.50	1:30 p.m.
Nov. 8	V.M.I.**	Home	\$6.00	1:30 p.m.
Nov. 15	Clemson	Home	\$6.00	1:30 p.m.
Nov. 22	Duke	Away	\$6.00	1:30 p.m.

\*Band Day

\*\*Homecoming

Tickets may be ordered from UNC Athletic Association, Box 930, Chapel Hill, N. C.  
Add 50 cents for insurance and handling.

# RECOMMENDED BUSINESSES

## The Glue Factory



Contemporary Furniture at  
Unusually Reasonable Prices

108 East Main • Carrboro

## TRADING POST

144-152 E. MAIN ST.

CARRBORO, N. C.

PHONE 942-2017

*New or Used Furniture*

WE TRY TO SUPPLY STUDENTS WITH BERS,  
DESKS, CHESTS, BOOKCASES, LAMPS, ETC.



### ELECTRONICS & HI-FI

#### ☐ Troy's Stereo Center

135 E. Franklin St., CH  
1106 Broad St., Durham

\*20% off on needles,  
tapes, acc. (cash only).  
tapes, acc. (cash only).

### FABRICS

#### ☐ The Fabric Center

Durham-Chapel Hill Blvd.  
\*10% off (cash only)

### FORMAL WEAR

#### Stone Formal Wear

912 W. Main St., Durham  
\*Group discount prices  
available.

### FURNITURE

#### The Glue Factory

108 E. Main, Carrboro  
\*See ad, page 15

#### ☐ Rigsbee-Hinson Furniture Company

317 E. Main, Carrboro  
\*10% off (cash only)

#### ☐ Town & Country Furniture

Hwy. 70 East-Raleigh Hwy.  
\*10% off (cash only)

#### ☐ The Trading Post

148-152 East Main,  
Carrboro  
\*5% off used furniture  
\*10% off new furniture  
(cash only)

### GIFTS

#### The Dandelion

159½ E. Franklin, CH

#### ☐ The Gift Corner

University Square, CH and  
Northgate Shopping Center,

Durham. See ad, page 16.

\*5% off (cash only)

### FLORISTS

#### ☐ Cashwell Florist

2611 Chapel Hill Blvd.,  
Durham

\*12% off on pick-up  
orders (cash only); wire  
orders excluded.

#### ☐ Edwards Florist

Northgate Shopping Ctr.  
Durham

\*10% off (cash only)  
except on wire orders and  
during holidays.

#### ☐ Flowers by Hackney

110 West Main St., Carr.  
\*10% off (cash only)

except on wire orders and  
during holidays.

\*See ad, page 13

### THE DANDELION

—CARDS and GIFTS—

Kind to Your Pocketbook

Good to Your Friends

Downtown CHAPEL HILL

(Over Sutton's Drugstore)

159½ E. Franklin St.

ABOVE THE RAT



### STONE FORMAL WEAR

MEN'S FORMAL WEAR  
RENTAL - SALES

Near Duke Univ. & Downtown

682-1225

NIGHTS & SUNDAYS

489-2927

912 W. MAIN STREET

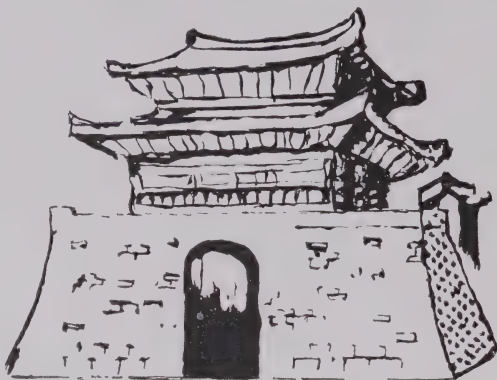
Group Discount Prices Available



# RECOMMENDED BUSINESSES

ORIENTAL GIFTS & DECORATIVE ACCESSORIES

## *The Gift Corner*



### The Special Corner For Special People

- HAND CRAFTED JEWELRY & ART OBJECTS
- PEWTER
- BRASS
- WOOD & GLASSWARE
- NOVELTIES
- MUSIC BOXES
- TOYS & GAMES

### from Around the World

UNIVERSITY SQUARE ● CHAPEL HILL ● PHONE 929-4691  
NORTHGATE SHOPPING CENTER ● DURHAM ● PHONE 286-3205



HOME OWNED & HOME OPERATED

### FOWLER'S FOOD STORE

Hometown Service at Prices That  
Make Most Chain Stores Blush  
Top Choice Western Beef, Lamb & Veal  
Imported & Domestic Foods & Beverages

**477-7323**

306 W. Franklin, Chapel Hill

### GROCERY STORES

#### Fowler's Food Store

Roxboro Rd., Durham  
306 W. Franklin, CH

\*See ad, page 16

### GOLFING

#### ☐ Mike Rubish's Golf City

Chapel Hill Blvd.  
\*Miniature Golf 25¢  
(reg. 50¢). Mon.-Fri. before 7:00 p.m. For card holder or card holder and date.

## EASTGATE HARDWARE

HARDWARE

HARDWARE

HARDWARE

HARDWARE

DIAL 942-2920

HARDWARE

HARDWARE

EASTGATE SHOPPING CENTER

HARDWARE



# RECOMMENDED BUSINESSES

## ICE CREAM CREATIONS

Conveniently Located in University Square

**32 Flavors of Ice Cream**

**8 Sherberts**

**Variety of Sandwiches**

ALSO IN  
RALEIGH AT  
NORTH HILLS  
&  
RIDGEWOOD  
SHOPPING  
CENTERS

### COLLEGE LIFE

INSURANCE CO. OF AMERICA

**FOR OVER 20 YEARS**

**A LEADER IN CHAPEL HILL**

- LOW NET COST
- BROAD COVERAGE
- NO PAYMENTS UNTIL  
AFTER GRADUATION

**159 E. ROSEMARY**

**942-3173**

Raleigh. \*See ad, page 17  
**INSURANCE AGENTS**  
**College Life Insurance Co.**  
157 East Rosemary, CH  
(942-3173)

\*See ad, page 17

#### JEWELERS

☐ **Goss Jewelry Co.**  
117½ E. Main St., Durham  
\*10-25% off (cash only)

☐ **Henderson's Jewelry**  
402 West Franklin, CH  
\*10% off (cash only) on  
merchandise and watch re-  
pair.

### EXQUISITE JEWELRY



### WENTWORTH & SLOAN

#### JEWELERS

167 E. FRANKLIN  
CHAPEL HILL

**Open 9-5:30 Daily &  
'Til 1 P.M. Saturday**

**Dial 942-4469**

#### HARDWARE

☐ **Dailey's, Inc.**  
734 Ninth St., Durham  
\*5% off (cash only)

☐ **Eastgate Hardware**  
Eastgate Shopping Center,  
Chapel Hill

\*5% off (cash only)

\*See ad, page 16

#### ICE-CREAM

**Ice-Cream Creations**  
University Square, CH  
North Hills Shopping Ctr.  
& Ridgewood Shopping Ctr.

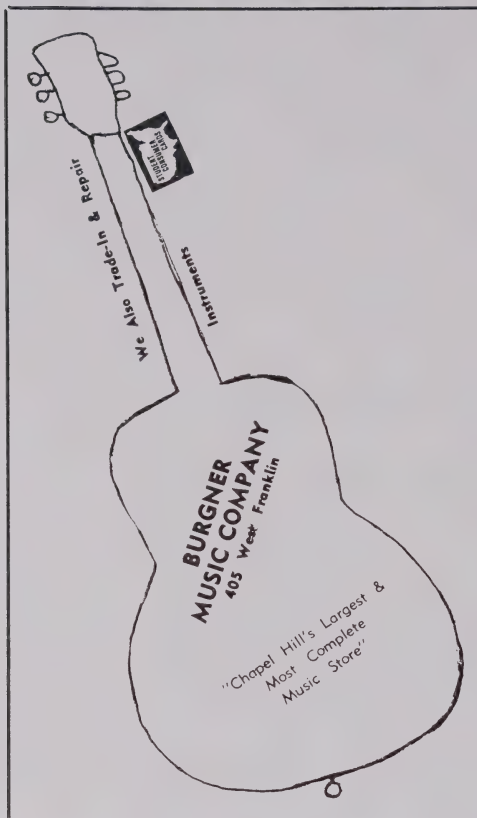








# RECOMMENDED BUSINESSES

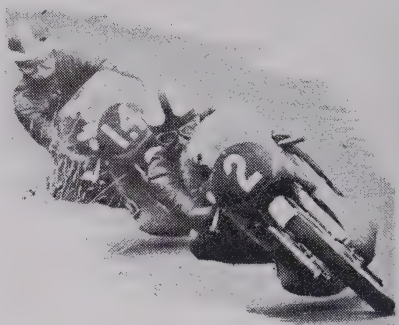


- ☐ **Martin's Jewel Box**  
217 W. Main, Durham  
\*10% off (cash only)
- ☐ **Zales Jewelers**  
116 West Main St., Dur.  
\*10% off (cash only)
- Wentworth & Sloan**  
167 E. Franklin St., CH

- LAWN MOWERS**
- ☐ **Aldridge Power Mower Company**  
2694 Chapel Hill Blvd.  
\*10% off on power mowers and accessories, (cash only)

## LODGING

- ☐ **Durham Hotel-Motel**  
Corcoran St., Durham  
\*10% off on all sleeping rooms; \*5% off on private parties
- MATERNITY APPAREL**  
**Great Expectations**  
University Square, CH
- MOTORCYCLES**
- ☐ **Open Road**  
505 North Mangum St., Durham, Continued.



## TRAVEL - ON MOTORCYCLE CO.

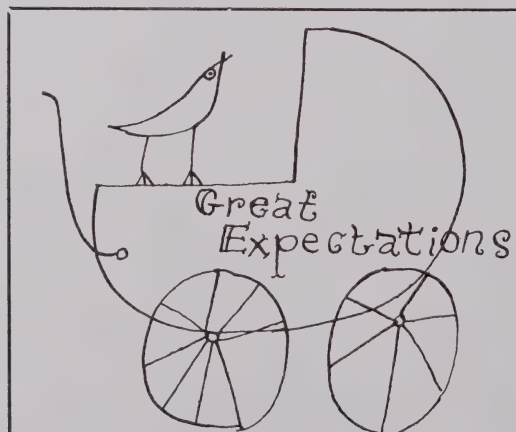
"Headquarters For Adventure"

Authorized Dealers For

**HONDA — TRIUMPH**

**504 WEST FRANKLIN STREET  
CHAPEL HILL, NORTH CAROLINA  
PHONE 929-2364**

## LODGING:



at last —

a maternity shop  
that's bright, happy,  
and glad to be alive!

**UNIVERSITY SQUARE  
CHAPEL HILL**

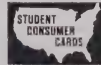
# RECOMMENDED BUSINESSES

## WE ARE NOT

The South's Largest Record Store . . . But we're the newest (and we hope the Best) in Chapel Hill & Durham . . .

We also have the area's Lowest Prices on all LP's, 8-Track Tapes, 45's, Cassettes, as well as Panason's, Craig, Concord, VM, and Fisher equipment . . . not that prices matter, OF COURSE.

Oh, yes, our name . . .



## RECORD & TAPE CENTER

456 W. Franklin St.  
Chapel Hill  
929-7409

112 E. Main St.  
Durham  
688-2022

\*10% off (cash only)  
**Travel-On**

504 West Franklin St., CH  
\*See ad, page 20

### MUSIC STORES

☐ **Burgner Music Co.**  
405 West Franklin, CH  
\*10% off (cash only)  
(no discount on franchised or fair trade items)  
\*See ad, page 20

☐ **E. R. Poole Music Co.**  
Northgate Shopping Ctr.,  
Durham  
\*10% off (cash only)

### PARTY BEVERAGES

☐ **Jim's Party Store**  
2627 Hillsborough Rd.,  
Durham  
\*10% off on wine purchases of \$2.00 or over.  
(cash only)

### PAINT

☐ **Eastgate Hardware**  
Eastgate Shopping Center,  
Chapel Hill  
\*5% off (cash only)  
\*See ad, page 16

☐ **Shaw Paint & Wallpaper Company**  
1520 Guess Rd. by  
Northgate, Durham  
\*20% off (cash only)  
except on Blue Lustre  
Shampoo and Antiquing.

### PHOTOGRAPHIC EQUIPMENT

☐ **The Camera & Photo Shoppe**  
1103 West Main St., Dur.  
\*20% off on all major items (cash only)  
☐ **Carolina Camera & Music Center**  
Lakewood Shopping Ctr.,  
Durham  
\*20% off to card holders  
\*15% off to any student (cash only)  
☐ **Foister's Camera Store, Inc.**

161 E. Franklin St., CH  
\*Specially arranged discounts.  
\*See coupon, page 41

### PILOT SUPPLIES

Hi-Co Avionics Co., Inc.  
Horace Williams Airport  
\*10% Discount on all Pilot Supplies except Gov't Publications

### PROFESSIONAL PHOTOGRAPHER

☐ **Duke-Rhodes Studio**  
206 Watts Street, Durham  
\*Specially arranged discounts to suit individual needs.  
**RECORDS**  
☐ **Record and Tape Center**  
112 East Main St., Durham

456 W. Franklin St.  
Chapel Hill  
\*5% off (cash only)  
See ad, page 21

**Record Bar**  
201 E. Main, Durham  
108. Henderson St., CH  
\*See coupon, page 39

### RENTING

**Scott Rent-All**  
302 West Main St., Carr.  
\*See ad, page 22



**STUDENT  
DISCOUNTS  
AT OVER**

**200 BUSINESSES  
APPLICATION**

**See Page 5**



# RECOMMENDED BUSINESSES



302 W. MAIN - CARRBORO

Phone 942-6141

Open 8 A.M. To 5:30 P.M.—Mon. To Sat.

Special Party Equipment & Supplies and Reducing Machines  
Rug & Floor Cleaning Equipment, Televisions, almost anything

LOCALLY OWNED  
**SCOTT RENT - ALLS**  
"We Rent Almost Anything"  
"Call Us We Probably Have It"



PARTY  
RENTALS

## RESTAURANTS

### Burger Chef

337 W. Rosemary St., CH

\*See coupon, page 39

### ☐ Cafe Bright Leaf

Durham Hotel-Motel  
Corcoran Street, Durham

\*5% off (cash only)

### ☐ Chicken Box

3019 Fayetteville Street &  
Corner of Chapel Hill Rd.  
and U. Drive, Durham

\*10% off (cash only)

### Colonial Inn

Hillsborough, N. C.

\*See coupon, page

\*See ad, page 35

### Cross Keyes Steak Corral

816 Ninth Street — Just  
below the "A.B.C." Durham

\*See coupon, page 37

### ☐ Four Flames Restaurant

Downtowner Motor Inn

309 W. Chapel Hill St.,  
Durham

\*10% off bills of \$1 or  
more for card holder or  
card holder and date. No  
discount on dance nights.

### ☐ Golden Burro Steak House

I-85 and Old 86 at Daniel  
Boone Recreational area

\*10% off on cover

\*10% off on bar

(brown baggers must be 21)

### Harry's

175 E. Franklin, CH

\*See ad, page 22

### Ivy Room

1004 West Main St.,  
Durham

\*See ad, page 23

## DINE and VISIT HISTORIC HILLSBOROUGH



The Colonial Inn  
is famous for its  
traditional Old South  
Cooking — skillfully  
prepared and appe-  
tizingly served from  
recipes handed down  
from one generation  
to the other. Also,  
one may enjoy brows-  
ing around the old  
historic landmarks a-  
mid surroundings re-  
miniscent of colonial  
days.

V. V. "Pete" THOMPSON

INNKEEPER

Serving 5:30-9 P.M.

See Special Coupon, page 35

# Harry's

Over 100 Different Sandwiches

The Post Office is Next to US

# RECOMMENDED BUSINESSES

**Excellence** FOR THE EXOTIC —  
in **Dining**

**KWIK-EE  
TAKE OUT**



**PIZZA  
CHICKEN  
SEAFOOD**

Dining & Dancing  
on Patio

All Nationality Wines

**KEG-ROOM**

Hwy. 15 - 501 By-Pass  
EASTGATE SHOPPING CENTER

**The New  
OLYMPIAN  
Room**

FEATURING

- GREEK
- GERMAN
- RUSSIAN
- INDIAN
- SPANISH
- MEXICAN
- JEWISH
- ORIENTAL

American Cuisine

Large Selection of Wines

Special Dishes  
on Request

**CALL AHEAD**

**942-1453**



*For the Best of the Usual  
PIG & PUPPIE SUPREME BARBEQUE  
Take Out or Eat In*

BARBEQUE PLATE

HOT DOGS

HAMBURGERS

BREAKFAST & BEVERAGES

EASTGATE SHOPPING CENTER

Hwy. 15 - 501 By-Pass

(Across from Holiday Inn)

SERVING FROM  
6:00 a.m. to 10:30 p.m.

CALL  
**968-3183**

**THAT'S IT! THE IVY ROOM**

**The Best Place to Meet, Eat and Relax . . .**

Serving complete meals continuously all day. We are known for the best fried chicken, rare roast beef and apple pie in town. And we have carry-out items galore from our



**DELICATESSEN**

The Gourmet Center Operating

**IVY ROOM RESTAURANT**

**Cosmopolitan Room**

**AND DELICATESSEN**

1004 W. Main St. in Durham—Phone 688-6041

Open 8:30 A.M. 'Til 11:30 P.M. — Seven Days Per Week

The Most Complete Delicatessen In The Area



**LEO'S**

*Famous for Greek Salad*

423 W. Franklin Street

**CHAPEL HILL**

— Open 3 Meals Daily —

SEE SPECIAL COUPON ON PAGE 37



International brewing skills  
make Black Label  
the best beer your  
money can buy.



(c) 1969 Carling Brewing Company, Atlanta, Ga.

# Pizza is inn AT THE Pizza inn

## THREE LOCATIONS

942-5149

### CHAPEL HILL

208 W. FRANKLIN  
CHAPEL HILL

286-9857

### DURHAM

2425 GUESS RD.  
AT I-85

489-8758

### DURHAM

DUR. -CHP. HL. BLVD.  
NEXT TO YORKTOWN



---

Our Secret Old World Sauces,  
Dressings And Dough Recipes Can't  
Be Copied Or Equaled

---

"COME ON IN . . . OR CALL  
WE'LL HAVE IT READY TO PICK UP  
IN APPROX. 20 MINUTES . . ."

**Open: 11:00 A.M.-Midnight**  
**(Mon.-Thur.)**

**'Til 1:00 A.M. (Fri. & Sat.)**  
**4:00 P.M.-11 P.M. (Sun.)**

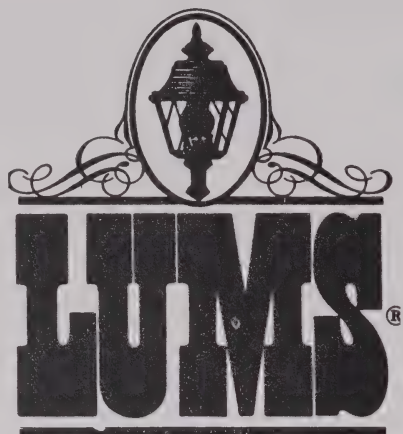


See Special Coupon, Page 35



# RECOMMENDED BUSINESSES

99¢ Special With Coupon (page 35)



*The Place to meet & eat*

Roast Beef Sandwich

French Fries

Pepsi-Cola

**We're Open Daily:**

**11:00 A.M. 'til 2:00 A.M.**

**Sundays: 12 to 12**



See Special  
Coupon, page 37

**OPEN**  
**NOON 'til**  
**11:30**

COLDEST BEER IN TOWN  
STEAKS, FONDUE, PIZZA,  
SHISH KABOB, SANDWICHES

**Pickwick**  
**RESTAURANT**  
113 N. COLUMBIA ST.  
CHECKS CASHED  
CREDIT CARDS ACCEPTED

☐ **The Keg Room**  
15-501 By Pass Next to  
Eastgate Shopping Center  
Chapel Hill

\*See ad, page 23

**Leo's Restaurant**  
423 West Franklin, CH

\*See coupon, page

\*See ad, page 23

**Lum's**

300 West Rosemary, CH

\*See coupon, page 35

\*See ad, page 26

**The Peddler**

151 East Rosemary, CH

\*See ad, page 27

**Pickwick Restaurant**  
113 N. Columbia, CH

\*See coupon, page 37

\*See ad, page 26

**Pig & Puppie**

15-501 By-Pass next to  
Eastgate Shopping Center  
Chapel Hill

\*See ad, page 23

**The Pines Restaurant**  
Raleigh Rd., Chapel Hill  
\*See ad, page 27

**Pizza Inn**

208 West Franklin, CH

\*See coupon, page

\*See ad, page 25

# RECOMMENDED BUSINESSES

## The Peddler

Featuring . . .

**RIB-EYE STEAKS**

Cut To Order

**SELF-SERVICE**

**SALAD BAR**

From 6 P.M. 'Til . . .



**PHONE 967-1412**

2425 Guess Road  
Dur-CH Blvd. next to  
Yorktown Theater, Dur.

### Pizza To Go

University Square, CH

\*See coupon, page 35

\*See ad, back cover

### Pizza Villa & Pizza Villa Tavern

106 Henderson, Chapel Hill

\*See coupon, page 37

### Red Carpet

Half way to Eastgate on  
Franklin Street, CH

\*See coupon, page 39

### Roger's Drive-In

Durham Rd., Chapel Hill

\*See ad, page 28

### Roy Rogers House of Beef

\*See coupon, page 37

### Town & Country Salad and Steak House

Airport Rd., CH

### Village Steak House

Wellons Village, Durham

\*10% on bills over \$1  
for cardholder or cardhold-  
er and date; dance nights

excluded. (cash only)

### SHOE REPAIR

#### College Shu-Fixery

173 East Franklin, CH

\*See ad, page 29

#### ☐ Lacock's Shoe Shop

206 North Mangum, Dur.

\*10% off (cash only)

#### ☐ Northgate Shoe Service

Northgate Shopping Ctr.

Durham

\*10% off (cash only)

#### ☐ Weaver's One-Day Shoe Repair Clinic

403 West Franklin St., CH

**CHARCOAL STEAKS—FACILITIES FOR PRIVATE PARTIES**

**The Three Crowns**  
**ROOM**  
CHARCOAL STEAKS

**PINES**  
**RESTAURANT**  
**CHAPEL HILL**  
(RALEIGH ROAD)

**6:30 AM-11:00 PM**

**942-2251**



# RECOMMENDED BUSINESSES



## ROGER'S

## DRIVE-IN

EAST FRANKLIN STREET

CHAPEL HILL, N. C.

# TAXI

PHONE 942-3181

PROMPT - COURTEOUS - DEPENDABLE

— Radio Dispatched —

AIRPORT & TRIANGLE SERVICE

SERVING THIS AREA SINCE 1946

## CAROLINA CAB CO.

*"CALL US AND COUNT THE MINUTES"*

\*10% off (cash only)  
Free pick-up and delivery  
**SHOES**

**Capezio in Chapel Hill**  
214 West Rosemary

\*See coupon, page 41

☐ **Magic Shoes**  
105 North Columbia  
(Corner of Columbia &  
Franklin) Over CCB  
Factory Outlet Shoes and  
Clothes  
\*10% off (cash only)

☐ **Miles Shoes**  
Lakewood Shopping Ctr.  
Durham

\*10% off (cash only)

**Neal's Shoes**  
University Square, CH  
\*See coupon, page 43

### SUNDRIES

**Town & Country Sundries**  
Airport Rd., Chapel Hill  
**TAILORS**

☐ **Scott Tailors**  
221 Foster St., Durham

\*10% off (cash only)

**Tailor House**  
114 Henderson St., CH  
\*See ad, page 29

### TAXIS

**Carolina Cab Co.**  
411 W. Franklin, CH  
\*See ad, page 28

### THEATERS

☐ **Carolina Theatre**  
Durham  
\*Jr. admission price for  
matinees Mon.-Fri. Ex-

# RECOMMENDED BUSINESSES

## CHAPEL HILL

### TIRE CO.

502 W. Franklin St.

967-7092

Goodyear Tires

Michelin Tires

Goodyear Polyglas

Wheel Alignment

Recapping

Brake Service



cludes special or reserved seat performances. \*Cardholder or cardholder and date.

### TIRES

#### Carrboro Tire & Appliance Company

136 Main St., Carrboro

#### ☐ Chapel Hill Tire Co.

502 West Franklin

\*Special discount depending on product.

\*See ad, page 29

#### ☐ Ingold Tire Company

West Main St., Durham

\*Special discount depending on product.

#### Rigsbee Tire Sales

108 Lakewood Ave., Dur.

2720 Hillsborough Rd.,

Durham

\*See ad, page 30

### TRAVEL AGENTS

#### Continental Travel Agency

117 E. Franklin, CH

\*See ad, page 30

### TYPEWRITERS AND BUSINESS MACHINES

#### ☐ Commercial Equipment Company

1208 Duke U. Rd., Durham

\*10 to 20% off (cash only)

#### ☐ Durham Typewriter Sales Co.

2697 Chapel Hill Blvd.

\*10% off on sales and service (cash only)

#### Smith Typewriter Co.

310 West Franklin, CH

\*See ad, page 30



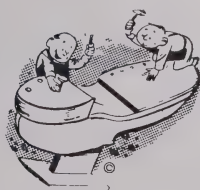
114 HENDERSON STREET

CUSTOM MADE SHIRTS

Expert

Alterations, Repairs,  
Reweaving, Monograms

Get that Handcraft Look



### SHOES

#### Rebuilt-Repaired

Speedy Service

Quality Workmanship

942-4895

COLLEGE

Shu-Fixery

Two Doors From Post Office

173 East Franklin Street



# RECOMMENDED BUSINESSES



**942-4151**

117 E. FRANKLIN

*the* **CONTINENTAL TRAVEL AGENCY: CHAPEL HILL**



**STUDENT DISCOUNTS  
AT OVER  
200 BUSINESSES  
See Page 5**

## **SMITH TYPEWRITER COMPANY**

Double the Mileage  
WE REPAIR ALL MAKES  
FACTORY TRAINED MECHANIC  
310½ W. Franklin  
**942-4453**

Semperit Super Sport The Original Equipment Porsche Type

**SUPER SPORT**

**HI-SPEED 301**



**FAVORITE**

**RADIAL**

**MUD & SNOW**



## **RIGSBEE TIRE SALES, INC.**

2720 Hillsboro Rd.

**286-4444**

**PHONE**

108 Lakewood Ave., Durham, N. C.

**688-1383**

Two Convenient Locations

## RECOMMENDED BUSINESSES

---

It'll take more  
than hands-across-<sup>the</sup> Sea



to keep the world together

hands sometimes have arms

COME BY THE INTERNATIONAL STUDENT CENTER SOMETIME.

---

# RALEIGH BUSINESSES HONORING STUDENT CONSUMER CARDS

## APPLIANCES

### ☐ General Sales & Service Company

108 S. Wilmington St. &  
123 West Fourth St.  
Greenville, N. C.  
10% discount on all sewing machines, vacuum cleaners, small appliances, and appliance service. Catalogue purchases on almost all nationally advertised products at dealer's cost plus 10%.

## ART SUPPLIES

☐ Mobley's  
113 S. Salisbury  
10% on most items.

## AUTOMOTIVE SERVICES

☐ Holiday Inn Shell Servicenter  
300 Hillsborough St.  
2 cents off per gallon of gas. 10% discount on all items excluding labor. (no stamps given with discount) Shell credit card may be used.

### ☐ Scrub-a-Dub Car Wash

Locations:

1314 Fairview Rd., Raleigh  
Hwy. 401 South, Raleigh  
1300 Downtown Blvd., Raleigh  
50 cents off on any wash

## BAKERIES

☐ Deli-King Bakery & Delicatessen  
North Hills Shopping Ctr.  
10% off on purchase of \$1 or more.

## BARBER SHOPS

☐ Gateway Plaza Barber Shop  
2425 Crabtree Blvd.  
Gateway Plaza Shopping Center  
10% discount on haircuts and hairstyling (by appointment)

☐ North Hills Barber Shop  
North Hills Service Center  
25 cents off regular haircuts and flat tops.

☐ Sanitary Barber Shop  
Corner of Glenwood and Hillsborough  
25 cent discount

☐ Suburban Barber Shop  
Glenwood Village  
50 cent discount

## BEAUTY SALONS

☐ Elz-D-Mar Hairstyling  
Gateway Plaza  
10% discount

☐ Willett's Beauty Shop  
2010 Cameron St.  
Cameron Village  
10% discount (Mon., Tues., Wed.)

## BICYCLES

☐ Flythe Sales & Service  
224 S. Salisbury St.  
10% discount on bikes, tricycles, and wheel goods.

## BOWLING

☐ Western Lanes  
Hillsborough St.  
5 cent discount per line below the regular student price of 45 cents; Mon.-Fri., 9:00 A.M. to 6:00 P.M. For card holder or card holder and date.

## CARDS AND NOVELTIES

☐ Mac Ann's Ltd.  
339 S. Wilmington St.  
20% discount

## CARPETS

☐ Carpets & Cleaners, Inc.  
509 Hillsborough St.  
10% discount

## CLOTHING—WOMEN'S

☐ Jean's of Raleigh  
Cameron Village  
10% discount

☐ The Smart Shop  
227 S. Salisbury St.  
10% discount

## DRUG STORES

☐ Hamlin Drug Co.  
126 E. Hargett St.  
10% discount (excluding tobacco, infant formulas, candy, magazines. No delivery with discount. No discount on specially priced items.

☐ Person St. Pharmacy, Inc.  
620 Person St.  
10% discount on prescriptions.

## DRY CLEANING AND LAUNDRY

☐ Downtown 1-Hour Koretizing  
600 Fayetteville St.  
10% discount on dry cleaning & Shirt Laundry at regular price. No discounts on specials.

☐ Friendly Cleaners  
2910 Hillsborough St.  
10% on dry cleaning and shirts.

☐ Holden's Cleaners  
700-702 E. Martin St.  
10% discount on dry cleaning and shirts.

☐ Jack's Drive-In Cleaners  
3920 Western Blvd.  
Western Blvd Shopping Ctr.  
10% off on dry cleaning and shirts.

## ELECTRONICS AND HI-FI EQUIPMENT

☐ Capital Electronics, Inc.  
425 Glenwood Avenue  
10% off regularly discounted price.

## FLORISTS

☐ Art Flower Shop  
128 S. Salisbury  
5% discount except on wire orders and during holidays.

☐ Jeff Chamblee Florist and Gifts  
Gateway Palaza  
15% discount on flowers and gifts on cash orders of \$5.00 or more. No discount on wire orders or on lowers during holidays.

☐ Moring Florist  
Five Points  
2008 Fairview Rd.  
10% discount except on wire orders and during holidays.

## FORMAL WEAR

☐ Holden's Cleaners and Tailor Shop  
700-702 E. Martin St.  
10% discount on formal wear.

## GIFTS

☐ North Hills Linen-Gifts Shoppe  
128 North Hills Shopping Center  
7% excluding white sale items.

## GOLFING

☐ Par Golf and Lighted Par-3  
Hwy. 401 South  
10% or better on Par-3 and driving range during all hours Sept. 1-March 15, but only until 6:00 P.M. Mon.-Fri., March 16-Aug. 31, 1969. For card holder or card holder and date.

## HARDWARE

☐ Handy Man Hardware Company  
1607 New Bern Ave.  
5% unrestricted (credit cards may be used).

## HOUSE AND LAWN ARTICLES

☐ House and Lawn Ctr.  
Ridgewood Shopping Ctr.  
10% discount



## RALEIGH BUSINESSES

### JEWELRY

- ☐ **Bosse Jewelers**  
Fayetteville St.  
20% discount off retail price on all jewelry and repairs.
- ☐ **Zales Jewelers**  
210 North Hills Shopping Center  
10% discount

### MOTORCYCLES

- ☐ **Honda of Raleigh**  
209 Hillsborough St.  
5% cash discount from advertised list price on bikes and accessories.

### MUSIC STORES

- ☐ **F. P. Buchanan Music Company**  
North Hills Shopping Ctr.  
10% on any items above \$10.00.

### PAINT

- ☐ **Glidden Drive-In Paint Center**  
713 W. Peace St.  
10% on all items: paint, art and craft supplies, carpets, furniture.

### PHOTOGRAPHIC EQUIPMENT

- ☐ **FinColor Photo Center**  
North Hills Shopping Ctr. and Eastgate Shopping Ctr.  
339 S. Wilmington  
20% discount

### PRINTERS

- ☐ **Consolidated Printing Ltd.**  
501 Hillsborough St.  
15% discount

### PROFESSIONAL PHOTOGRAPHER

- ☐ **Colbert P. Howell**

111 E. North St.

### Photographer

10% discount

- ☐ **Judd Studio, Photography**

132 E. Morgan St.  
20% discount on photographs and frames.

### RECORDS

- ☐ **Thiem's Record Shop**  
26 W. Hargett St.  
10% discount or free record club.

### SHOE REPAIR

- ☐ **Beaman's Shoe Shop**  
Gateway Plaza  
10% discount
- ☐ **Miles Shoe Shop**  
219 S. Wilmington St.  
10% discount

### TAILORS

- ☐ **Alterations by Virginia Boyd**  
371 North Hills Service Ctr.  
15% discount
- ☐ **Holden's Cleaners and Tailor Shop**  
700-702 E. Martin St.  
10% discount on tailoring and alterations.

### TYPEWRITERS

- ☐ **Carolina Typewriter Co. Inc.**  
115 S. Salisbury St.  
8% discount

### DRY CLEANERS

- ☐ **60 Minute Cleaners**  
Quail Corners Shopping Ctr.  
\*20% off on regular dry cleaning orders (cash only).
- ☐ **Washington Terrace Laundermat & Cleaners**

422 North Hill St.  
\*10% off on dry cleaning & shirts (cash only).

### JEWELERS

- ☐ **Lester R. Moton, Jeweler**  
16 East Hargett St.  
\*25% discount on jewelry (cash only)  
\*20% discount on repairs (cash only)

### RESTAURANTS

- ☐ **Beacon Seafood House & Oyster Bar**  
U. S. Hwy. 64  
\*10% except on specials; for card holder or card holder and date (cash only)
- ☐ **Continental Restaurant**  
10% discount (card not valid during regular student specials (cash only))
- ☐ **Mr. Ribs**  
3005 Hillsborough St.  
\*10% on all rib dinners; for card holder or card holder and date (cash only)
- ☐ **Tippy's Taco House**  
2404 Old Wake Forest Rd.  
\*10% discount  
*Mon.-Fri. before 6:00 P.M. Only*  
(cash only)

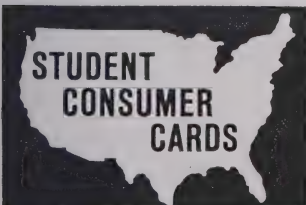
### SHOE REPAIR

- ☐ **Handy Shoe Shop**  
2414 Hillsborough. 2 Doors Down from the Varsity Theatre  
\*10% (cash only)

### THEATRES

- ☐ **Varsity Theater**  
2420 Hillsborough  
\*Junior Admission price for Card Holder of Card Holder and date.

## STUDENT DISCOUNTS AT OVER 200 BUSINESSES (See Page 5)



# PARTIAL LIST OF GREENSBORO BUSINESSES HONORING STUDENT CONSUMER CARDS

(SEE GREENSBORO DIRECTORY FOR COMPLETE LIST—APPLICATION PAGE 5.)

## APPLIANCES

- ☐ **Kiser Radio and Appliance Co.**  
321 South Elm  
\*10% off on sales (cash only).
- ☐ **Hope Harbor Appliances**  
434 Walker Ave.  
\*10% (cash only)

## AUTOMOTIVE SERVICES

- ☐ **Guilford College Texaco**  
Beside NCNB at Guilford College  
\*5% off on pitwork, oil changes, filters, repairs.  
(cash only)
- ☐ **Hope Harbor Gulf Service**  
1414 West Lee St.  
\*2¢ off per gallon gas  
(cash only)
- ☐ **West Lee Texaco**  
1500 West Lee St.  
\*2¢ off per gallon gas  
(cash only)

## CLOTHING—MEN'S

- ☐ **Wrenn's Sportswear**  
219½ South Elm  
\*10% off on sportswear  
(cash only)  
\*10% off on formal wear rental (cash only).
- ☐ **Hope Harbor Used Clothing**  
405 Walker Ave  
\*10% (cash only)

## CLOTHING—WOMEN'S

- ☐ **Fashion Shop**  
221 South Elm  
\*10% off (cash only)
- ☐ **The Fig Leaf**  
1003 Spring Garden  
(near UNC-G)  
\*10% off (cash only)

## DRY CLEANING

- ☐ **60 Minute Cleaners**  
(1) 1208 Spring Garden  
(2) 105 North Aycock  
(3) Corner of Tate & Walker  
(4) 707 College Road

\*20% off on regular dry cleaning orders (cash only)

## FURNITURE

- ☐ **Hope Harbor Furniture**  
401 Walker Ave.  
\*10% (cash only)

## GIFTS

- ☐ **Guilford Gift House**  
Quaker Village Shopping Center at Guilford College  
\*10% (cash only)

## HARDWARE

- ☐ **Sprouse Hardware**  
Northeast Shopping Center  
1006 Summit Ave.  
\*5% off (fair trade excluded) (cash only)

## JEWELERS

- ☐ **House of Gems**  
1742 Battleground Ave.  
Plaza Shopping Center  
\*10% on jewelry and watch repair (cash only).
- ☐ **Rogers Jewelers**  
Summit Shopping Center  
\*10% on all jewelry purchases, jewelry repairs, watch repairs (cash only)
- ☐ **Scott Jewelers**  
2119 Walker Ave.  
\*10% on jewelry and watch repair (cash only)
- ☐ **Willinger's Jewelers Ltd.**  
1001 Spring Garden  
\*10% on jewelry and watch repair (cash only)

## PHOTOGRAPHIC EQUIPMENT

- ☐ **Thomas Photo Supply**  
115 South Green St.  
Friendly Shopping Center  
\*20% on most major items (cash only)  
\*10% on other items (cash only)

## PROFESSIONAL PHOTOGRAPHER

- ☐ **J. Harold Smith Studios**  
1736 Battleground Ave in

the Plaza Shopping Center  
\*10% on photographs and picture framing (cash only)

## RECREATION

- ☐ **College Cue Club**  
411 Tate Street  
\*10% off for card holder or cardholder and date (cash only)

## RESTAURANTS

- ☐ **Nick's Cafe**  
1740 Battleground Ave. in the Plaza Shopping Center  
\*10% discount (cash only)

## SHOE REPAIR

- ☐ **Cutts Shoe Shop**  
304 South Elm  
\*10% discount (cash only)

## SPORTING GOODS

- ☐ **Coble Sporting Goods Company**  
119 N. Green St.  
\*Specially arranged discounts (cash only)

## FORMAL WEAR

- ☐ **Formal Wear Shop**  
124 N. Davie  
\*10% Discount on Formal Wear Rentals Except during Prom Season (Cash Only).
- ☐ **Allen Hardware Co.**  
Lawndale Shopping Ctr.  
\*10% Discount (cash only)

## MUSIC STORES

- ☐ **Moore Music Co.**  
615 W. Market  
\*10% Discount except on Sheet Music (Cash Only).  
\*15% on most major items
- ☐ **Pizza Hut**  
High Point Rd.  
\*10% Discount for Card Holder or Card Holder and Date (Cash Only).

## SHOES

- ☐ **Miles Shoes**  
Northeast Shopping Ctr.  
\*10% Discount (cash only)

# ZALES

JEWELERS



THIS COUPON GOOD FOR ONE GLASS BOTTOMED BEVERAGE MUG FOR

116 W. MAIN  
DURHAM

**50c**

210 NORTH HILLS  
SHOPPING CENTER, RALEIGH

(ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES SEPTEMBER 1, 1970)



THIS COUPON GOOD FOR A \$1.65 PIZZA

FOR ONLY

**PIZZA INN**

**97c**

Good at these locations: 2425 Guess Rd.;  
Durham-Chapel Hill Blvd.; 208 W. Franklin St.;  
407 East Forks Road

(ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES SEPTEMBER 1, 1970)

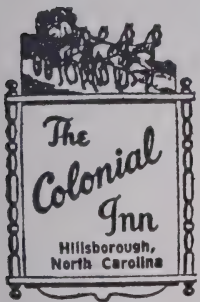


SPECIAL WITH THIS COUPON

**99c**

ROAST BEEF SANDWICH  
FRENCH FRIES  
PEPSI-COLA

ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES SEPTEMBER 1, 1970



THIS COUPON GOOD FOR

10% OFF ANY MEAL AT

**The Colonial Inn, Hillsborough**

\*(MON. THRU FRI. ONLY)

V. V. 'PETE' THOMPSON, Inn Keeper

ONLY 1 COUPLE PER STUDENT,  
PLEASE EXPIRES SEPTEMBER 1, 1970



**ZALES SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**PIZZA INN'S SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**



**LUM'S SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**THE COLONIAL INN'S SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**



## CROSS KEYS STEAK CORRAL

816 NINTH STREET — Just Below the "A.B.C."

11:00-9:00 — MON.-SUN.

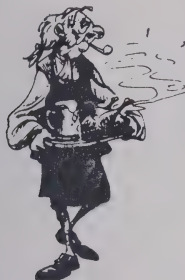
**THIS COUPON GOOD FOR 25¢**

**On Any Steak Dinner or 50¢**

**On Your Date's Steak Dinner**

(OUR STEAKS BEGIN AT \$1.59)

**Only 1 Coupon per student, please. Expires Sept. 1, 1970.**



**This Coupon Good For Any  
Sandwich or Beverage at 1/2 Price**

**Noon 'til 11:30 p.m.**

## PICKWICK RESTAURANT

113 N. COLUMBIA STREET

**ONLY 1 COUPON PER STUDENT,  
PLEASE. EXPIRES SEPTEMBER 1, 1970.**



**Roy Rogers**  
**Roast Beef Sandwich**  
&

**Chuck Wagon Chicken**

**THIS COUPON GOOD FOR**

**25¢ Off On Purchases  
Of \$1 Or More  
GOOD ONLY**

**MON. thru THURS.**

**ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES SEPTEMBER 1, 1970.**

## PIZZA VILLA & PIZZA VILLA TAVERN

**Good For 1/2 Price On Can or Pitcher in**

**The Tavern OR 1 Pizza FREE When Any 2**

**Are Purchased (Upstairs in The Pizza Villa)**

**ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES SEPTEMBER 1, 1970**



**THIS COUPON GOOD FOR**

**20% OFF on ANY MEAL**

**at LEO'S RESTAURANT**

**ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES SEPTEMBER 1, 1970**

**CROSS KEYS STEAK CORRAL'S  
SPECIAL INTRODUCTORY OFFER**

**SEE REVERSE SIDE**

**PICKWICK RESTAURANT'S SPECIAL INTRODUCTORY OFFER**

**SEE REVERSE SIDE**

**ROY ROGER'S SPECIAL INTRODUCTORY OFFER**

**SEE REVERSE SIDE**

**PIZZA VILLA & PIZZA VILLA TAVERN  
SPECIAL INTRODUCTORY OFFER**

**SEE REVERSE SIDE**

**LEO'S RESTAURANT SPECIAL INTRODUCTORY OFFER**

**SEE REVERSE SIDE**



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## RED CARPET:

On Franklin Street  
Half Way To Eastgate  
(It's Worth The Trip)

ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES SEPTEMBER 1, 1970

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THIS COUPON GOOD FOR ONE  
FREE BROILED CHEF BURGER  
AND ONE  
FREE DRINK

337 W. Rosemary  
Now Under New Management:  
DANNY FIELDS, MANAGER

ONLY 1 COUPON PER STUDENT,  
PLEASE. EXPIRES SEPT. 1, 1970.

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THIS COUPON GOOD FOR

ANY MEAL AT 1/2 PRICE

STREB'S BAKERY & DELICATESSEN

Eastgate

ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES SEPTEMBER 1, 1970.

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## THELL'S BAKERY

124 East Franklin Street

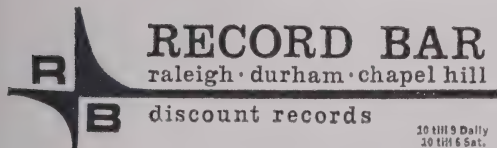
ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES SEPTEMBER 1, 1970.

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THIS COUPON GOOD FOR

1 DOZEN

DONUT HOLES



10 till 9 Daily  
10 till 6 Sat.

This Coupon Good For 50%  
Off List Price On Any One  
Album Purchased at any Re-  
cord Bar Location.

201 EAST MAIN STREET IN DURHAM

ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES NOVEMBER 30, 1969

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**RED CARPET'S SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**BURGER CHEF'S SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**STREB'S SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**THELL'S BAKERY'S SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**RECORD BAR'S SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

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## A & A STYLE SHOP:

3300 Guess Rd., Durham  
(2 Blocks From Honeys Restaurant)

THIS COUPON GOOD FOR  
\$1 OFF ON HAIRSTYLE  
AND/OR 50¢ OFF  
ON SPRAY (1st Time Only)

**Only 1 Coupon Per Student, Please. Expires September 1, 1970**

See Ad, Page 5. Men's Hair Styles, Razor Cuts, Regular Haircuts

---

## One Hour "MARTINIZING"

the **most** in DRY CLEANING

LET'S GET ACQUAINTED!

THIS CERTIFICATE ENTITLES YOU TO

**ONE DOLLAR'S Worth of "MARTINIZING"**

**FREE**

**ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES DECEMBER 6, 1969**

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**FOISTER'S**

**CAMERA**

**STORE**

THIS COUPON GOOD FOR

**\$2.00 TOWARD FILM DEVELOPING**

**ONLY 1 COUPON PER STUDENT, PLEASE.**

**EXPIRES SEPTEMBER 1, 1970.**

---

## B&R 1 HR. CLEANERS

This Coupon Worth **10% OFF** on Any Amount of

1404 EAST FRANKLIN

**Shirt Laundry &/or Dry Cleaning** (On a Single Order)

**ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES SEPTEMBER 1, 1970.**

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THIS COUPON GOOD FOR

**CAPEZIO IN CHAPEL HILL**

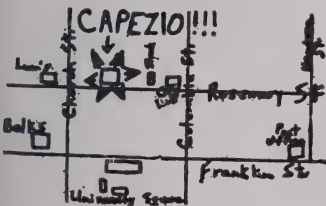
**\$2 OFF The Regular Price**

**On The Purchase of Any Pairs of  
Shoes (Sales Excluded)**

**ONLY 1 COUPON PER STUDENT, PLEASE.**

**EXPIRES SEPTEMBER 1, 1970.**

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**A & A STYLE SHOP'S SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**ONE HOUR'S SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**FOSTER'S CAMERA SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**B & B 1 HR. CLEANERS' SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**CAPEZIO'S SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

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# *Aesthetic Hair Styling Salon*

Suite 104 — 123 W. Franklin Street

**TELEPHONES 929-2109 or 929-2100** (See Reverse)

## **FREE HAIRCUT**

For A Loveller You Try Our \$25 Permanent for \$15.00

Including Shampoo and Set

We Extend To You a Hearty Invitation to Visit Us and Accept a Gift of One FREE Haircut, With the Purchase of a Shampoo and Set, By Our Expert Stylist.

**Good Monday Through Wednesday by Appointment, Specifying This Card  
ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES SEPTEMBER 1, 1970.**

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**THIS COUPON  
GOOD FOR**

**\$2.00 Off On The Purchase of Any Pair of Shoes At Regular Price**

**ONLY 1 COUPON PER STUDENT. EXPIRES SEPTEMBER 1, 1970**

**(NOT GOOD ON SALE ITEMS)**

---

**FOREIGN**

**CAR**

**CENTER**

**This Coupon Good For  
FREE LUBRICATION With The**

**Purchase of Oil Change**

311 E. MAIN ST., CARRBORO

**ONLY 1 COUPON PER STUDENT, PLEASE.  
EXPIRES SEPTEMBER 1, 1970.**

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**BRINKLEY'S  
GULF**

Eastgate Shopping Center

**This Coupon Good For  
FREE LUBRICATION  
With Purchase of  
Oil Change**

**World's Finest Automotive  
Service**

**ONLY 1 COUPON PER STUDENT, PLEASE. EXPIRES SEPTEMBER 1, 1970.**

---

**This Coupon good for \$1.00**

**On the purchase of one pair of Bellbottom pants.**

**OR**

**20% off on the purchase of two or more pairs at the**

**ROYAL DUCK**

**Above Sutton's Drug Store, Chapel Hill**

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**MERLE NORMAN COSMETICS**

YOU ARE CORDIALLY INVITED TO  
MERLE NORMAN COSMETICS' EXCLUSIVE  
COMPLIMENTARY MAKE-UP LESSON.  
A COMPLETE NEW LOOK AND A COMPLEXION CARE  
PROGRAM DESIGNED JUST FOR YOU.  
IN PRIVATE, WITHOUT CHARGE, CALL TODAY.

**NEALS SHOES' SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**FOREIGN CAR CENTER SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**BRINKLEY'S GULF'S SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**

**ROYAL DUCK SPECIAL INTRODUCTORY OFFER  
SEE REVERSE SIDE**



## UNIVERSITY CALENDAR 1969-1970

### Fall Semester, 1969—

September 12, Friday—Fall Semester opens.

September 12, Friday, 12:00 noon—Residence Halls open.

September 13, Saturday, 8:30 A.M.—Orientation and placement for all new freshmen and transfers according to schedule to be announced.

September 15-17, Monday-Wednesday—Registration according to schedule to be announced. Orientation closes.

September 18, Thursday, 8:00 A.M.—Classes begin. Late registration with fee of \$5.00 charged.

September 22, Monday, 4:30 P.M.—End of late registration and any change in schedule. No registrations accepted after this date.

October 12, Sunday—University Day.

November 3, Monday, 4:30 P.M.—Progress reports for freshmen due.

November 26, Wednesday, 1:00 P.M.—Instruction ends for Thanksgiving recess.

December 1, Monday, 8:00 A.M.—Instruction resumed.

December 18, Thursday, 1:00 P.M.—Instruction ends for Christmas vacation.

January 5, 1970, Monday, 8:00 A.M.—Instruction resumed.

January 16, Friday, 6:00 P.M.—Classes end for Fall Semester.

January 19, Monday, 8:30 A.M.—Fall Semester final examinations begin.

January 28, Wednesday, 6:00 P.M.—Fall Semester final examinations end and semester closes.

### Spring Semester, 1970—

January 29, Thursday, 1:00 P.M.—Spring Semester opens.

January 29, Thursday, 1:00 P.M.—Residence Halls open.

January 30, Friday, 9:30 A.M.—Orientation and placement of all new freshmen and transfer students according to schedule to be announced.

February 2, Monday, 8:00 A.M.-5:00 P.M.—Registration according to schedule to be announced.

February 3, Tuesday, 8:00 A.M.—Classes begin. Late registration with fee of \$5.00 charged.

February 6, Friday, 4:30 P.M.—End of late registration and any change in schedule. No registrations accepted after this date.

March 16, Monday, 4:30 P.M.—Progress reports for freshmen due.

March 26, Thursday, 1:00 P.M.—Instruction ends for Spring recess.

April 1, Wednesday, 8:00 A.M.—Instruction resumed.

April 24, Friday, 4:30 P.M.—Last day in which men students in residence have preference in reserving rooms for next academic year.

May 15, Friday, 6:00 P.M.—Spring Semester classes end.

May 18, Monday, 8:30 A.M.—Spring Semester final examinations begin.

May 27, Wednesday, 6:00 P.M.—Spring Semester final examinations end.

May 30, Saturday—Commencement begins.

May 31, Sunday—Commencement sermon.

June 1, Monday—Graduation Exercises.

### Summer Session, 1970—

#### First Term

June 5, Friday—Registration

June 6, Saturday—First day of classes.

June 27, Saturday—Regular classes in all departments.

July 10, Friday—Last day of classes.

July 13-14, Monday and Tuesday—Examinations.

#### Second Term

July 16, Thursday—Registration.

July 17, Friday—First day of classes.

July 18, Saturday—Regular classes in all departments.

August 20, Thursday—Last day of classes.

August 21-22, Friday and Saturday—Examinations.

**Businessmen,  
Want To Reach Your  
Student Market?**



Chapel Hill: 16,000

Durham: 19,000

Raleigh: 34,000

Greensboro: 20,000

Charlotte: 28,000

**FOR INFORMATION WRITE  
STUDENT CONSUMER ENTERPRISES**

**P. O. BOX 96**

**CHAPEL HILL, N. C. 27514**

# 25% LIGHTER AND LESS FILLING 100% BEER.



Heidelberg Light Pilsener is a new and different kind of beer. A *pilsener*. Until you've tasted one, you've never tasted a truly light beer.

From ingredients selected especially for their lightness, and through meticulous brewing processes, new Heidelberg Light Pilsener gives you an unexpected clarity,

quickness of taste, and polished smoothness.

It is 25% lighter and less filling than the beer you are probably accustomed to, yet 100% beer in every way.

If you like a light beer, and you think you're drinking one now, try new Heidelberg Light Pilsener. It stands alone as the newest, lightest taste in beer.



**P I Z Z A**



*Spaghetti*

**3 TAKEOUT SIZES**

**Pleasant Dining Room or Take Home**

133 West Franklin Street

University Square

Chapel Hill, N. C.

**929-2425**

**10 A.M. - 12 MIDNIGHT**

Student Consumer Cards available at the Union Info. desk or by this application: Send me a Student Consumer Card which will entitle me to the percentage student discounts good for a year at the businesses as listed in the Student Consumer Directory. Enclosed is \$1 to help with costs.

Please Print:

Name.....

Address.....

I am a student at.....

(part-time and grad. also eligible).....

Mail with \$1 to:

Student Consumer Card  
P.O. Box 96  
Chapel Hill, N.C. 27514

CdONLY

In this Student Consumer Directory:

- (1) Special introductory offers (coupons) from 20 Chapel Hill businesses (pp.35-44)
- (2) Student Discounts good for a year at 200 local businesses upon presentation of a Student Consumer Card (application on reverse; see page 5 for explanation).

Sponsors:

Carolina - Student Government and  
The International Student Center

Duke ----- Associated Students of Duke University  
State ----- Student Government







